



# Harnessing the Power of Social Media

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**MONSTER**  
GOVERNMENT SOLUTIONS

# Social Media & Recruiting

## Seekers



**14.4 million** job seekers in the US have used social media to search for a job<sup>1</sup>



Social media is used for employment-related purposes by users of all ages

Used social media to look for or research a job:<sup>2</sup>

- **43%** aged 18-29
- **36%** aged 30-49

Sources: 1) Forbes, April 2017, <https://www.forbes.com/sites/williamarruda/2017/04/06/will-facebook-make-looking-for-a-job-easier-or-just-more-social/#148542204f89>;  
2) The Undercover Recruiter, <https://theundercoverrecruiter.com/global-stats-recruiting-trends/>.



# Social Media & Recruiting

## Employers



**84%** of organizations use social media for recruiting<sup>1</sup>

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**73%** of organizations hired successfully using social media<sup>2</sup>

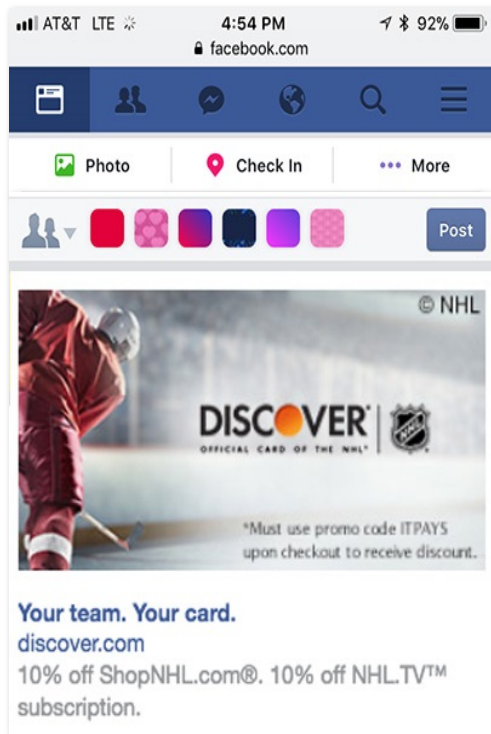
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**42%** of organizations say that candidate quality improved<sup>2</sup>

Source: 3) Job Seekers: Social Media is Even More Important than you Thought, Brooke Torres, themuse.com, <https://www.themuse.com/advice/job-seekers-social-media-is-even-more-important-than-you-thought>; 4) The Undercover Recruiter, <https://theundercoverrecruiter.com/global-stats-recruiting-trends/>.



# I'm sure you have seen these....





# Monster Social Job Ads

Spread the word about your job openings on Monster.com, on USAJOBS, or on your career site as well as to a highly-targeted audience on Facebook, Twitter, and Instagram.

- Automated, targeted social distribution to qualified candidates with immediate performance.
- Reach passive and active candidates that are not currently following you.
- Grow your social media presence by adding followers.
- An ad will remain live for 30 days of which the job is active, or until it reaches 50 apply starts (click-throughs).

## Active Monthly Users

800M+

328M+

2B



Sources: <https://newsroom.fb.com/company-info/>, June 2017 <https://www.statista.com/statistics/282087/number-of-monthly-active-twitter-users/>, June 2016; <https://instagram-press.com/our-story/>, October 2017

# Behind the Targeting

Monster's Multi-Dimensional Targeting leverages recruitment-related behavioral data (resume and profile info) combined with social activity and other publicly-available web usage to form a better picture of candidates. Then, we deliver the right ads to them!

**Monster Footprint:** Resume Data

**Social Footprint:** Monster aggregates data from social sources around the web

**Twitter Footprint:** Keywords, Follows, Interests, Activity, Location

**Facebook/Instagram Footprint:** Profile Data, Industries, Job Titles, Interests, Location



# Michael Ball



Find Start

Michael Ball

Home

stackoverflow Questions Tags Users Badges Unanswered Ask Question

ballmw less info network profile

bio website sourcemain.com  
location Cincinnati, OH  
age 39

visits member for 4 years, 5 months  
seen 10 hours ago

stats profile views 93

915 reputation  
+6 -12

I'm an independent contractor looking for cool work in south west ohio or remotely.  
Mainly Java, but I do a ton of Javascript and am really interested in HTML5.  
Digging into Ruby and Groovy.  
Let me know if I can help you out!

summary answers questions tags badges favorites bounties reputation activity

44 Answers votes activity newest

- 5 Sencha touch list with json store
- 5 Whats the best way to parse a file in Java
- 4 Sencha store update, refresh view
- 4 Sencha Touch Vertical Scroll Issue
- 4 how can i find unused css in ajax app?

view more

3 Questions votes activity newest

- 2 Use multiple selects instead of union in hibernate table per clas...
- 1 Accessing parent class when doing custom converter
- 0 Error writing content through Apache

50 Photos

915 Reputation top 37% overall  
This user has no recent positive reputation changes  
view more

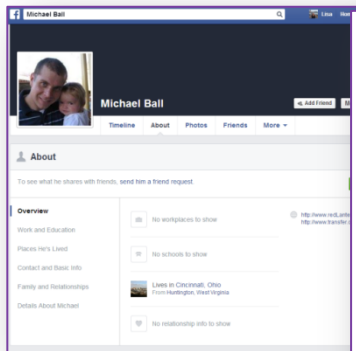
66 Tags

34 sencha-touch × 26	5 jsonstore × 2
13 sencha × 8	5 css × 2
9 java × 10	4 jquery × 2

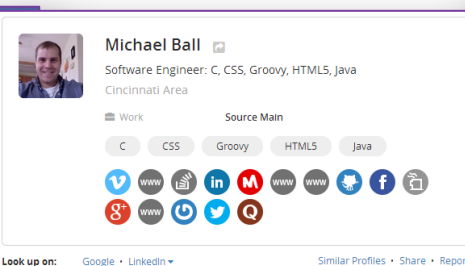
Michael Ball  
@ballmw  
Full stack software developer  
Cincinnati, OH  
Joined Jan 2012

Tweet to Michael Ball

# Michael Ball



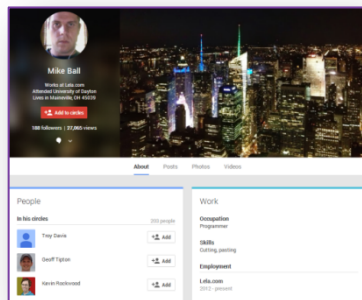
Facebook profile of Michael Ball. The profile shows a cover photo of a man and a child, and a profile picture of Michael Ball. The 'About' section includes a bio: 'To see what he shares with friends, send him a friend request.' The 'Overview' section shows 'Work and Education' with 'No workplaces to show', 'Places He's Lived' with 'No schools to show', 'Contact and Basic Info' with 'Lives in Cincinnati, Ohio', 'Family and Relationships' with 'Details About Michael', and 'Details About Michael' with 'No relationship info to show'.



Twitter profile of Michael Ball. The profile shows a bio: 'Software Engineer: C, CSS, Groovy, HTML5, Java Cincinnati Area'. The 'Work' section shows 'Source Main'. The 'Skills' section shows 'C', 'CSS', 'Groovy', 'HTML5', and 'Java'. The 'Look up on:' section shows 'Google' and 'LinkedIn'. The 'Similar Profiles' section shows 'Share' and 'Report'.



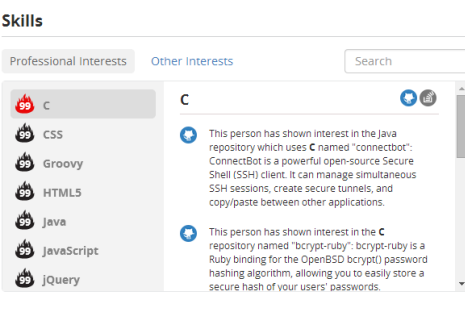
LinkedIn profile of Michael Ball. The profile shows a bio: 'Software Engineer: C, CSS, Groovy, HTML5, Java Cincinnati Area'. The 'Work' section shows 'Source Main'. The 'Skills' section shows 'C', 'CSS', 'Groovy', 'HTML5', and 'Java'. The 'Look up on:' section shows 'Google' and 'LinkedIn'. The 'Similar Profiles' section shows 'Share' and 'Report'.



Meetup profile of Michael Ball. The profile shows a bio: 'Software Engineer: C, CSS, Groovy, HTML5, Java Cincinnati Area'. The 'Work' section shows 'Source Main'. The 'Skills' section shows 'C', 'CSS', 'Groovy', 'HTML5', and 'Java'. The 'Look up on:' section shows 'Google' and 'LinkedIn'. The 'Similar Profiles' section shows 'Share' and 'Report'.



Stack Overflow profile of Michael Ball. The profile shows a bio: 'Software Engineer: C, CSS, Groovy, HTML5, Java Cincinnati Area'. The 'Work' section shows 'Source Main'. The 'Skills' section shows 'C', 'CSS', 'Groovy', 'HTML5', and 'Java'. The 'Look up on:' section shows 'Google' and 'LinkedIn'. The 'Similar Profiles' section shows 'Share' and 'Report'.



GitHub profile of Michael Ball. The profile shows a bio: 'Software Engineer: C, CSS, Groovy, HTML5, Java Cincinnati Area'. The 'Work' section shows 'Source Main'. The 'Skills' section shows 'C', 'CSS', 'Groovy', 'HTML5', and 'Java'. The 'Look up on:' section shows 'Google' and 'LinkedIn'. The 'Similar Profiles' section shows 'Share' and 'Report'.

## Summary

I'm an independent contractor looking for cool work in south west ohio or remotely. Mainly java, but i do a ton of javascript and am really interested in HTML5. Digging into Ruby and Groovy. Let me know if I can help you out!

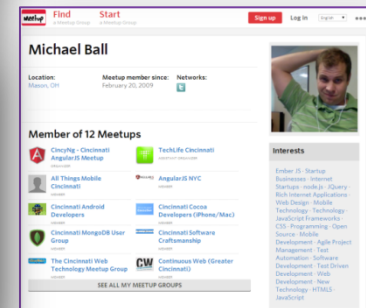
## Job History

Employee  
Source Main

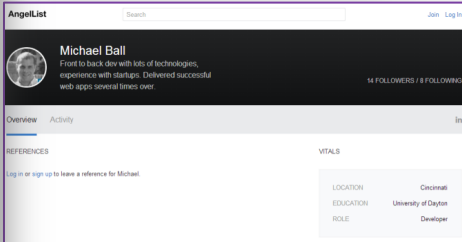
Software developer  
Lela.com

President/CEO  
SourceMain LLC

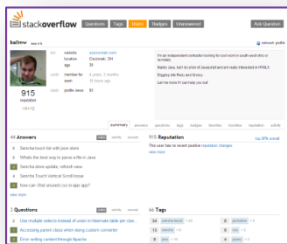
Application Development Lead  
Lela.com



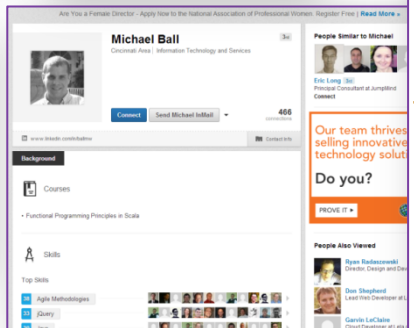
Meetup profile of Michael Ball. The profile shows a bio: 'Software Engineer: C, CSS, Groovy, HTML5, Java Cincinnati Area'. The 'Work' section shows 'Source Main'. The 'Skills' section shows 'C', 'CSS', 'Groovy', 'HTML5', and 'Java'. The 'Look up on:' section shows 'Google' and 'LinkedIn'. The 'Similar Profiles' section shows 'Share' and 'Report'.



AngelList profile of Michael Ball. The profile shows a bio: 'Software Engineer: C, CSS, Groovy, HTML5, Java Cincinnati Area'. The 'Work' section shows 'Source Main'. The 'Skills' section shows 'C', 'CSS', 'Groovy', 'HTML5', and 'Java'. The 'Look up on:' section shows 'Google' and 'LinkedIn'. The 'Similar Profiles' section shows 'Share' and 'Report'.



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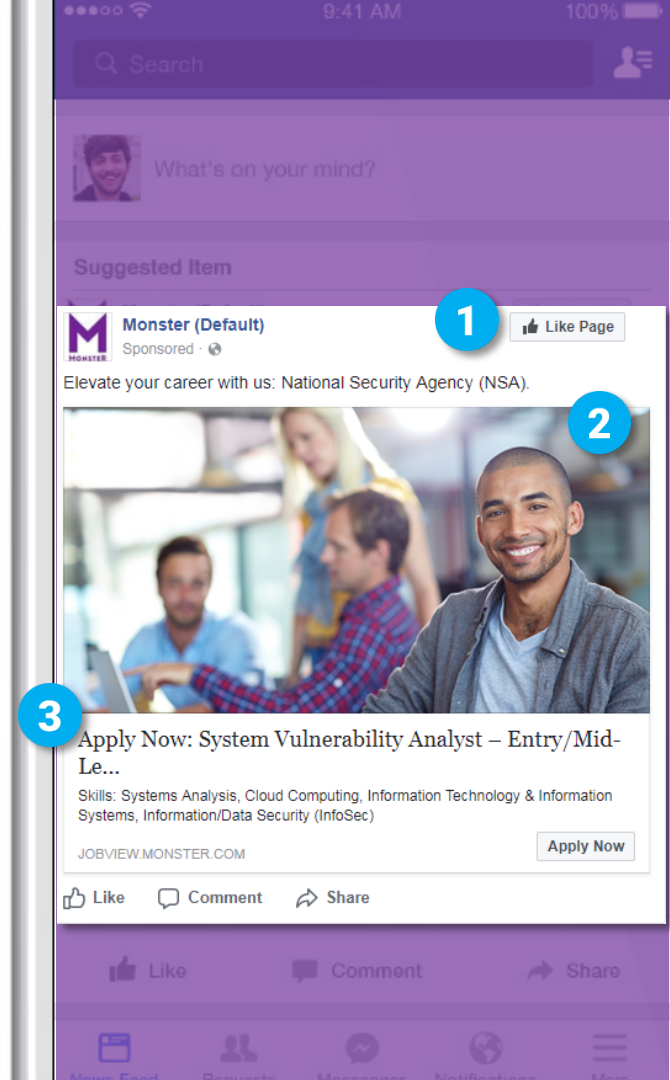


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# Monster Social Job Ad: Facebook

## Customer Challenge: NSA

- Increase candidate flow of Systems Analysts, IT, and Data Security talent in the entry and mid-career levels:
  1. Potential candidates can “Like” the NSA page on Facebook
  2. Custom image can be added
  3. Job skills are prominently featured

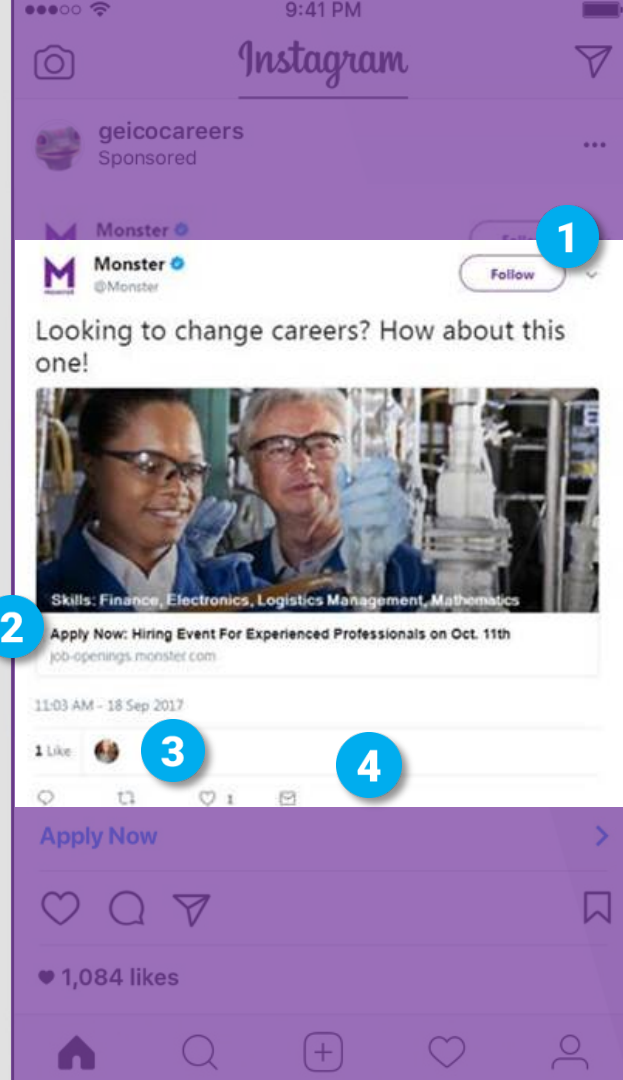




# Monster Social Job Ad: Instagram

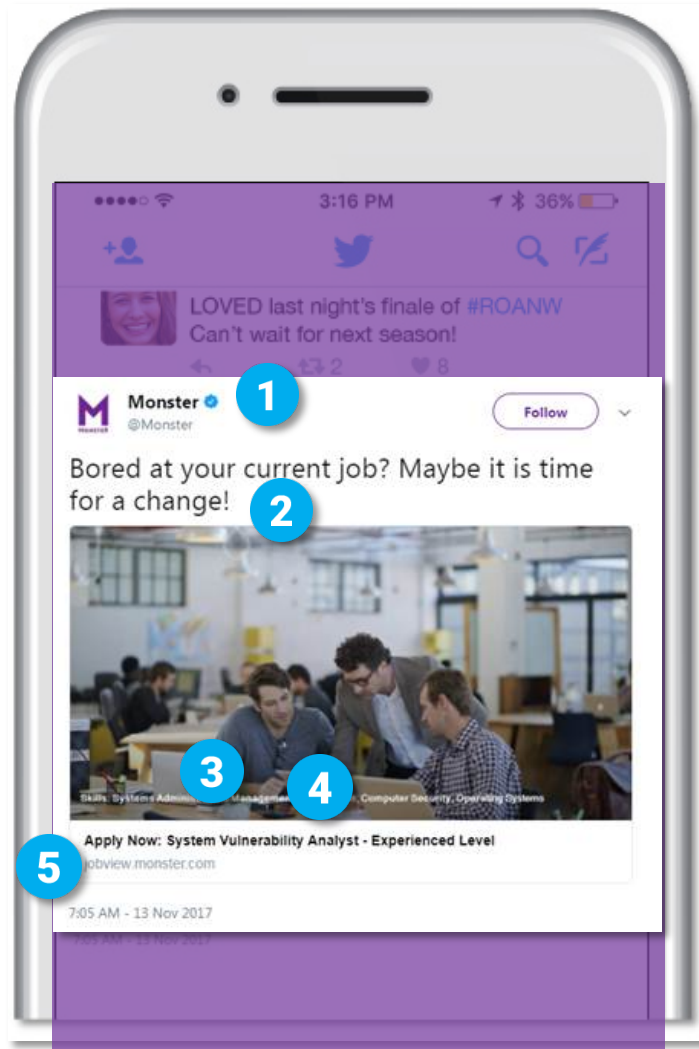
## Customer Challenge: NAVAIR

- Hosting a hiring event
- Targeting civilian candidates with backgrounds in Engineering, Math, IT, and Sciences to attend career event
  1. Custom or stock image
  2. "Apply Now" directed candidates to event description via Monster job posting
  3. Candidates can "Like", "Comment" and "Send" NAVAIR's post
  4. Save the ad for later



# Monster Social Job Ad: Twitter

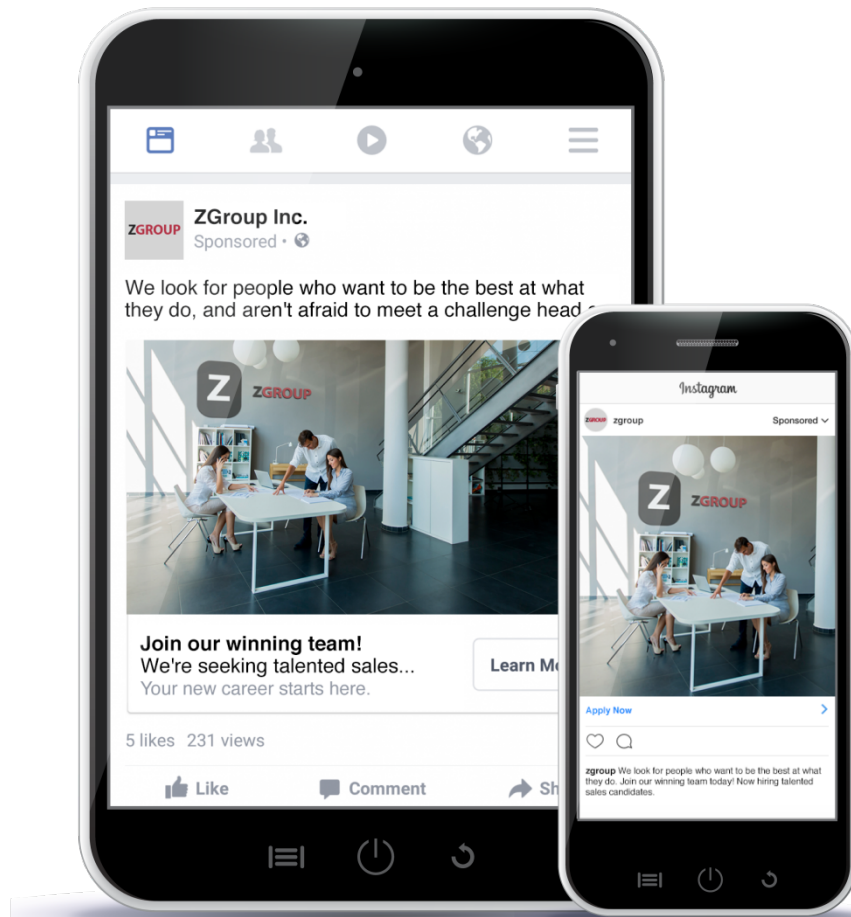
1. Your organization Twitter handle
2. Engaging tweet
3. Job skills
4. Job details – location, experience, salary, and education
5. Apply now CTA – directs to apply flow on a Monster job or ATS job



# Monster Social Brand Ads

Turn your agency brand into a social ad campaign, targeting active and passive candidates on Facebook and Instagram.

- Boost your brand, tell your organization's story, promote a positive image.
- Target candidates using Monster's proprietary data.
- Deploy directly from your social channels.
- Reach candidates on any device.
- Daily impressions delivered.
- You choose campaign destinations.



# Reporting Example

Job Title	City	State	Country	Platform	Impressions	Engagements	Job Views	Replies/Comments	Retweets/Share	Likes	Follows
Sheet Metal Worker	San Diego	California	US	TW,FB	6,614	72	51	2	0	3	0
Professional Engineers/Scientist	Prince George's County	Maryland	US	TW,FB	12,718	122	55	0	0	0	0
Experienced Professionals	Prince George's County	Maryland	US	TW,FB	11,219	105	55	0	0	2	0
Experienced Professionals	Prince George's County	Maryland	US	TW,FB	9,377	96	54	0	0	1	0
Experienced Professionals	Prince George's County	Maryland	US	TW,FB	11,180	104	52	0	0	0	0



# Thank you. Questions?

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